

# Practice IQ: Proven to Drive High-Value Referrals

## NEJM Catalyst Validates the Efficacy of Clarify's Behavioral Incentive Program

A rigorously evaluated, large-market deployment of Clarify's **Practice IQ** program showed that physician-focused, behavioral economics-based interventions significantly improved referrals to high-value settings and delivered measurable cost savings — all while preserving clinical autonomy and minimizing administrative burden.

### THE CHALLENGE

- The same procedure can cost **5x more** depending on site-of-service (e.g., hip replacement in Dallas: \$20K–\$98K)
- Price transparency tools for patients have **limited reach** and low utilization
- Referral patterns are **entrenched** — unless you engage the physicians who drive them



#### THE SOLUTION

## Practice IQ, by Clarify

A multi-pronged, scalable intervention that equips physicians, staff and administrators with the tools they need to focus utilization of high-value care settings, using:

- Personalized goals based on preferences and past performance
- Financial incentives tied to achievable improvements
- Hands on coaching around best practices and workflows
- Monthly performance reporting
- Clear and consistent feedback, including impact on patient out-of-pocket costs

**No new contracts. No changes to benefits. Just behavior change.**

#### THE RESULTS

## Behavior Change + Cost Savings

**Study size:** 1,210 physicians | 130,257 services | 7 metro markets | Commercial population

### Elective Orthopedic Procedures



### Other Services

Gastroenterology: +5.5% | Laboratory: +5.4%

Radiology: +18.7% | **18.6%** Cost Savings | \$145 Avg. Saved per Case

# Why Practice IQ Works

Feature	Why It Matters
Clinician-first	Preserves autonomy; avoids workflow friction
Upside-only incentives	Rewards improvement; no penalties
Hyper-personalized	Goals & high-value sites tailored per provider
Operationally light	No new portals, contracts, or disruptions
Fast ROI	Delivered results in just 12 months

“Moderate shifts in referral behavior delivered large cost savings in high-variation services.”

- NEJM Catalyst, August 2025

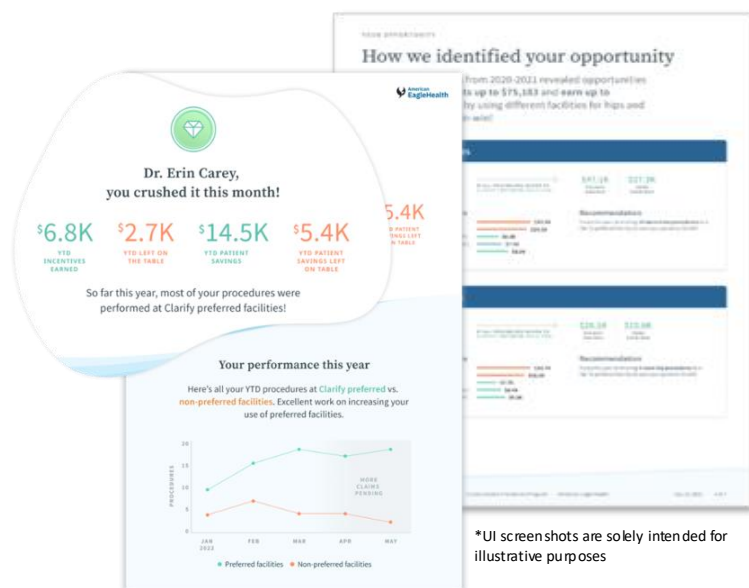
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## Ready to Launch?

Let's discuss how **Practice IQ** can help you:

- Optimize site-of-service
- Drive sustainable savings
- Build provider relationships grounded in trust

Reach out to our experts today!



\*UI screenshots are solely intended for illustrative purposes

### About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.

